

LIBERTY HILL ECONOMIC DEVELOPMENT CORPORATION

Sponsorship Guidelines

Step ONE - Eligibility

In order for any event to be considered eligible for sponsorship by the City of Liberty Hill EDC BOARD, all applicants must agree to provide the following.

- **Economic Impact:** Estimated amount of revenue generated through visitors or event attendees dining at local restaurants; purchase of products or services at local businesses; purchase of fuel; and / or lodging.
- **Measurable Outcome(s):** Provide summary of measurable outcomes related to the event.
- **Recognition:** LHEDC BOARD must be recognized as a sponsor. This involves using the LHEDC BOARD logo and providing a copy of media materials / advertising for approval prior to printing.

Step TWO - Basic Guidelines

Completing an application and having it accepted for consideration does **NOT** imply, warrant or bind the City of Liberty Hill EDC BOARD to grant any amount of funding.

Unused or surplus funds **MUST** be returned to City of Liberty Hill EDC BOARD; unused or surplus funds may **NOT** be applied toward future events without submitting another application. Prior approval must be obtained from LHEDC BOARD.

Funds may be withdrawn by LHEDC BOARD if the nature of the event changes substantially or if an application is found to be inaccurate.

City of Liberty Hill EDC BOARD will **NOT** provide funding of more than \$10,000.00 during a single Fiscal Year (Fiscal Year is October 1st to September 30th).

Step THREE – Describe Event

When completing the application, be sure to provide dates / time of event, location, information from previous year's event (if applicable), approximate number of attendees expected, name of primary person in charge of event, admission fee (if applicable) and other requested information.

Step FOUR – Complete Application & Submit with Attachments

Provide a cover letter with the application with the name and date(s) of the event, purpose of event and level of sponsorship being requested. **SUBMIT TO:** City of Liberty Hill EDC BOARD at City Hall - 926 Loop 332 in Downtown Liberty Hill. Applications will be forwarded to the Executive Director of LHEDC for consideration. For more information call 512-778-5449 and speak with the Executive Director. Once the application is completed and determined to meet guidelines, all information will be presented to the EDC President and then forwarded to the Full Board.

Step FIVE – Acknowledgement

By my signature below I acknowledge that I have: reviewed the LHEDC BOARD Sponsorship Guidelines; asked for clarification (if needed); fully understand the Guidelines; and on behalf of the Organization agree to abide by the LHEDC BOARD Guidelines.

Signature

Printed Name / Title

Date